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Basic Marketing Research with Excel [3rd Edition] by Burns, Alvin C, Bush, Ronald F. [Prentice Hall, 2011] [Paperback] 3RD EDITION

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An analysis of marketing research syllabi found on the American Marketing Association's website and in marketing research textbook instructor manuals (e.g., Burns and Bush 2010; Churchill and Brown 2007; Malhotra 2007) reveal some common themes. These syllabi overwhelmingly indicate some form of group research

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and marketing research is needed in order to supply that information. What is marketing research?

- Marketing research: is the process of designing, gathering, analyzing, and reporting information that may be used to solve a specific marketing problem. (Burns & Bush) ...is the function that links the consumer, customer, and

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